

Abstract of the Disclosure

A paper medium having a bar code printed thereon is distributed to a viewer as a leaflet or the like. The bar code has channel setting information related to a certain area recorded thereon. The channel setting information is stored in a nonvolatile memory by reading the bar code using a reader in a broadcasting receiver. If a button corresponding to a preset number in a remote controller is pressed, the receiver acquires a physical channel number using the channel setting information, to perform channel selection processing.